

My name is Jeff Schwebach and I am a working musician and recording artist. I am also a co-host of a local radio morning show. I live and work in Sioux Falls SD.

I have co-written dozens of songs and have participated in over 6 cd's of music. I am not signed to any major label of any kind, nor have I had any 'hits' of any kind. I play almost every weekend and some weeknights around primarily a 5 state region. I have performed twice internationally as well. We have a very good and loyal following in the 5 state area.

Over the years, myself and bandmates have attempted to get local radio stations to support local music, and have rarely had any success other than a courtesy 'plug' if we are in the station itself. I have rarely heard my own songs on the local radio. Our market has only one independent radio group left - the rest are national conglomerates that have strict guidelines for their playlists, and have no apparent concern for local artists. The local community is not well served for local music in my opinion.

I would think that in my rural area "local " could encompass a pretty wide area.

I guess local should include artists living in the listening area or performing on a regular basis in the listening area.

I loath the sports broadcasts on music stations... it doesn't fit the format. at least with local musicians, there is a consistent format.

that is a difficult question...who are you going to find to advertise on some of these events if there is little interest in listening to them. not all charity events and fundraisers are conducive to radio.

I have no personal experience with any payola, although I do suspect it is alive and well, because there is alot of music getting played on the airwaves that I think couldn't have made the cut without it!!

I think that voice tracking is a necessary practice for small stations struggling to compete with the Clearchannel type networks out there devouring up the independent stations.

I am very concerned with the 'national ' playlists that many 'clearchannel' type organizations use. not only is the local musician excluded from the possibility , but many national artists are as well. if the song isn't on the national playlist, then it can't even be played by request of a listener. that type of control a threat to free speech everywhere. without the freedom of the local station to play what the local market wants, it is not serving their market at all.

I would like to thank you for listening to my concerns. I am very disturbed by the monopolization of the radio industry and the power that so few major conglomerates hold in the music played and news delivered. I think that antitrust legislation should be considered to limit how many stations a company can own, as it limits free speech and a local voice in radio.
thanks ! Jeff Schwebach

